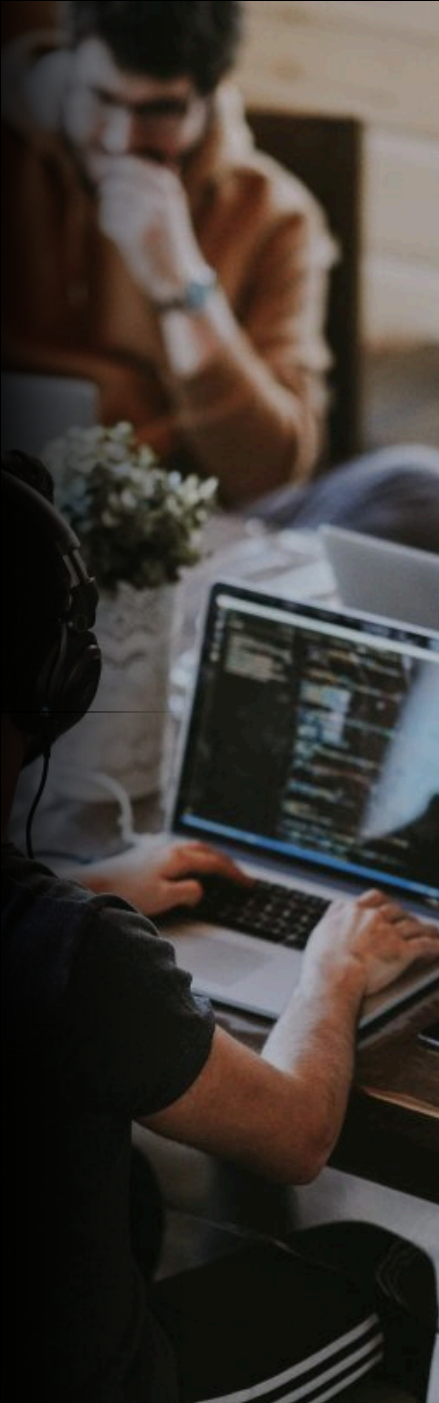


BA/BSc (HONS) WEB DEVELOPMENT

2 Year Accelerated & 3 Year Courses Available



Why choose this course?

At SAE, you'll learn full stack web and mobile development - coding in Python, JavaScript, HTML, CSS, SQL, while also developing UI/UX design skills and working with industry-standard tools including Figma, React, jQuery, Sass, Adobe Creative Cloud and GitHub to build a live professional portfolio from the moment you start.

You'll combine front end, back end, and mobile skills, gain SEO and digital marketing understanding, and work with real and simulated client briefs that reflect professional practice. Teamwork, communication, and project planning are built into the course, and you'll collaborate cross-discipline with Games, Film, Audio, and Content students.

Graduate in two years on the accelerated route, with a versatile portfolio employers can review instantly.

Industry relevance

Web development sits at the infrastructure of the modern creative and tech economy – and the demand for developers who can work confidently across the full stack continues to grow across agencies, startups, studios, and in-house teams worldwide.

At SAE, you'll train in state-of-the-art Mac labs equipped with the hardware and software used in the industry today, developing the technical confidence and creative problem-solving ability to move seamlessly from education into employment.

Career outcomes

Our graduates enter roles including Front End Developer, Back End Developer, Full Stack Developer, UX/UI Designer, Web Engineer, Digital Product Developer, and SEO Specialist - with skills in demand across tech, creative agencies, startups, digital consultancies, and international studios.



BA/BSc (HONS) WEB DEVELOPMENT

MODULE BREAKDOWN

The purpose of this module breakdown is to provide a concise summary of the main topics covered on the Web Development programme offered at SAE.

Trimester 1/Semester 1

Your learning journey begins with web design and development essentials that underpin the principles you'll explore across your web development degree. You'll learn how to use coding languages and develop aesthetically appealing and responsive websites.

WBD (T1) - Web Development Basics

In this module, you'll learn to design and develop web applications with HyperText Markup Language (HTML), Cascading Style Sheets (CSS), advanced CSS selectors and animation, and responsive design. You'll also examine World Wide Web Consortium (W3C) guidelines and validation and Web Content Accessibility Guidelines (WCAG), as well as exploring project management skills and best practices in web design and development.

Topics include:

- History of web development
- Web development technologies
- Introduction to theoretical programming fundamentals
- HTML Document Object Model (DOM) and semantic tags
- Cascading Style Sheets (CSS) and advanced selectors
- CSS animation and parallax scrolling effects
- External libraries and frameworks
- W3C guidelines and validation
- Web Content Accessibility Guidelines

WBD (T1) - Web Design Fundamentals

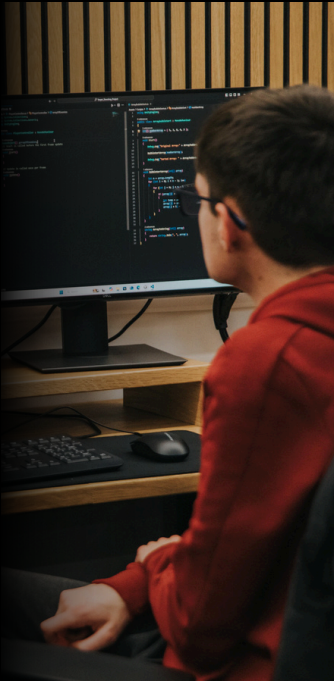
Across this module, you'll discover the principles and practical tools of web design. Exploring design concepts, user experience and visual communication, you'll learn to use design fundamentals to meet specific user needs. You'll also gain a firm foundation in best practices and industry standards, developing an understanding of the theoretical foundations you need to work professionally in the web industry.

Topics include:

- Elements and principles of design
- Colour theory basics
- Web design fundamentals Responsive design principles
- Using and choosing website layouts
- Design process
- Photo editing and vector graphics
- Web prototyping (low fidelity and high fidelity)
- User-centred design principles
- Intellectual property & copyright

Trimester 2/Semester 2

Across your second trimester, you'll be introduced to the core principles and processes of front- end and back-end web development tools and technologies.



WBD (T2) - Front-end Fundamentals

Throughout this module, you'll discover the basics of user interaction and front-end development for the web. You'll also learn how to handle complex user interactions and progress your programming skills by creating an interactive and responsive web application.

Topics include:

- Front-end scripting languages
- DOM manipulation and HTML events
- Effective grid system
- JavaScript programming, libraries, and frameworks
- Responsive design and development
- Node.js and GitHub
- Asynchronous requests to third-party API's and data manipulation
- Animations and micro-interactions with JavaScript
- Preparation of a plan for a project's development and delivery

WBD (T2) - Back-end Fundamentals

Focusing on the back-end of web applications, you'll explore web and database servers, structured query language (SQL) and Content Management Systems (CMS). You'll also discover the interrelationship between front-end and back-end development, and hone your presentation skills to help you pitch concepts and project ideas.

Topics include:

- Introduction to web servers and how they work
- Routing mechanisms and URL handling
- Server-side programming using back-end languages
- Database structure and design principles
- Performing SQL CRUD operations
- Input validation and data handling in web applications
- Basic web server setup and administration
- API development and data processing
- Understanding the MVC (Model-View-Controller) architecture
- Working with Content Management Systems (CMS)



Trimester 3/Semester 3

You'll undertake a number of project briefs using a practical 'creative studio' approach. This sees you introduced to a professional web development working environment, as you participate in authentic assessment activities that reflect current web industry practices.



WBD (T3) - Creative Studio 1: Overview

You'll further develop your professional practice during this trimester. Learning to design and develop web apps while applying relevant design patterns, you'll examine Object-Oriented Programming (OOP) data structures, native object structures and principles like encapsulation, abstraction and inheritance.

Topics could cover:

- Key concepts and methods of selecting a native programming language
- Mobile database management system
- Introduction to Mobile OS SDK
- Mobile MVC Software Design Pattern
- Mobile OS activity lifecycle
- Device configurations and alternative resources
- Mobile OS logging and debugging
- Mobile OS versions and issues

Trimester 4/Semester 4

Your focus this trimester will be on developing an understanding of professional workflows so you can create environments and develop websites in real time.

WBD (T4) - Creative Studio 2: Overview

Across the second Creative Studio trimester, you'll gain online and social media marketing knowledge and skills while studying marketing's role and value in successful web campaigns. You'll cover Search Engine Optimisation (SEO) and market analysis, plus learn to use these as tools for better product placement. Exploring the techniques, platforms, tools, principles and practices used in efficient digital and social media marketing, you'll gain project management abilities to help you lead and manage teams effectively and deliver successful projects.

Topics could cover:

- Fundamental of online marketing and digital marketing strategy
- SEO and social media promotion
- Ecommerce and content management systems (CMS)
- Epayment systems
- Viral marketing, guerilla marketing and email marketing
- Tracking and analysis
- Usability of online marketing
- Project and time management
- Leading a team and team success strategies

Trimester 5/Semester 5

As you approach the end of your learning, you'll choose an area of the web development industry to specialise in and continue to hone your skills accordingly.

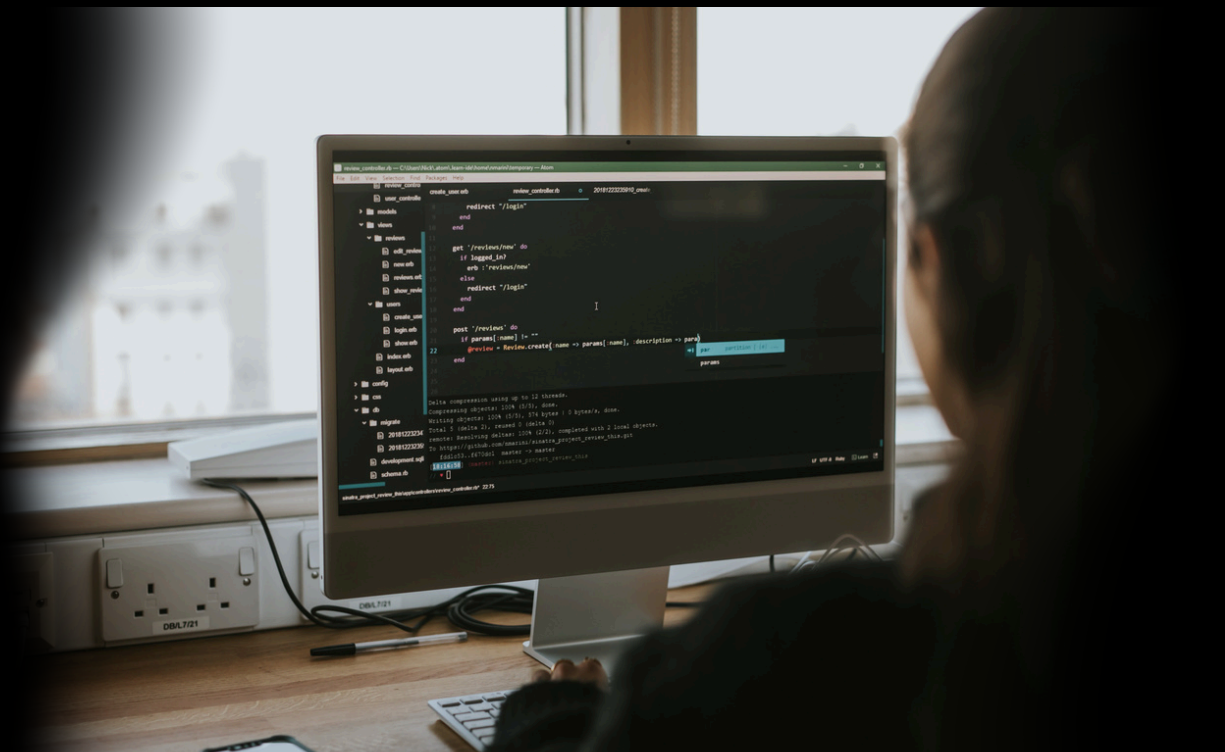
WBD (T5) - Creative Studio 3: Overview

This module lets you tailor your learning to specific areas of professional interest through the creation of your own practical research project or real-world web industry projects.

Using skills and knowledge gained to date, you'll construct and develop advanced web and mobile apps and may potentially explore emerging development tools and technologies such as Human-Computer Interaction (HCI), gamification, virtual reality (VR) and the Internet of Things. You'll also complete work-based learning through web development industry work placements and live briefs, leading to the creation of an impressive portfolio.

Topics could cover:

- Research methodologies
- Application in the creative media industries
- Industry engagement analysis
- Project design, development, and testing
- Time and project management
- Building and deploying a functional portfolio website, web app or mobile app
- Work experience



Trimester 6/Semester 6

In this final module, you'll demonstrate what you've learned to date across a large-scale advanced- level project.

WBD (T6) – Major Project

Your final trimester sees you complete the Major Project you designed, scoped and approved during Trimester 5. This in-depth module allows you to advance your knowledge and skills in your chosen area, serving as a launch pad into a successful web development career.

You can also use your Major Project to establish your own business or make connections with web development professionals that may lead to future employment.



WANT TO KNOW ABOUT WEB DEVELOPMENT AT SAE?

If you need help at any point during your application process, our friendly Admissions Team are here to help at every step of the way.

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**READY FOR THE NEXT STEP?
APPLY TODAY!**

Scan the QR code to begin your application for our BA/BSc (Hons) Web Development at SAE.